

CLUB	Kirkintilloch Olympians
Key Area	Competition
Details	<p>Kirkintilloch Olympians were struggling to get both juniors and seniors to compete so they decided to allocate some of their club budget towards rewarding athletes for competing for the club, so they designed a bright orange T shirt with “Inspired” on the front and Kirkintilloch Olympians on the back. Now these athletes are ‘champions’ for competition within the club and are actively promoting it to other athletes. The other idea they had was to send a letter out to athletes personally inviting them to targeted events (those which the club hopes to have a good attendance at) throughout the year. Both of these ideas have increased competition by a considerable amount.</p>
Further info	http://www.kirkintillocholympians.co.uk/cms/?p=1158